

# METHOD AND APPARATUS FOR ROTATING AN IMAGE ON A DISPLAY

## Abstract Of The Invention

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A method and apparatus utilizes a three dimensional rendering engine to rotate an image based on user selected or otherwise determined screen orientation. A vertex coordinate transformation is defined for a rotated destination image. The source image is used as a texture for texture mapping during rendering operation to produce rotated  
10 image. In one embodiment, a separate set of software instructions is used for each orientation mode. Accordingly, a non-pixel by pixel based 3D rotation may be carried out using a 3D rendering engine to avoid a single parameter based serial pixel by pixel based orientation.